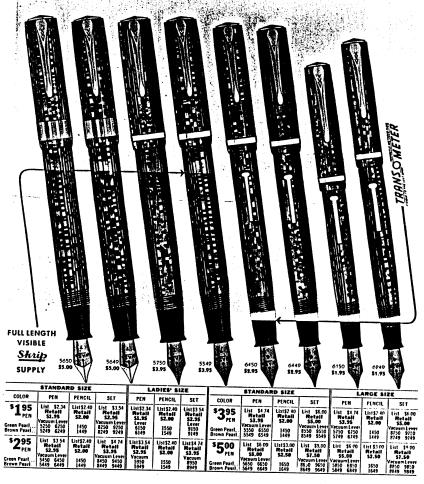


SHEAFFER WASP Brochure February, 1938

STANDARDS OF QUALITY POPULAR PRICED FIELD ASP CLIPPER pen line is the right one for you to stock. You be advantages of price, beauty, quality and national advantages.

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PEN AND PENCIL SETS YOUR CUSTOMERS HAVE SEEN ADVERTISED IN FOUR-COLOR FULL PAGES IN THE SATURDAY EVENING POST, COLLIER'S AND LIBERTY



COLOR	\$2.95	\$2.95	\$3.95	\$3.95	\$5.00	\$5.00	\$7.50	\$7.50
	STANDARD SIZ	LADIES' SIZE	STANDARD SIZE	LADIES' SIZE	STANDARD SIZE	LARGE SIZE	STANDARD SIZE	LARGE SIZE
Black Grey Pearl Brown Pearl Green Pearl	List \$3 5 Retail \$2.9 Vacuum Leve 8211 9211 8248 9248 8249 9248 8250 9256	Lever 9111 9148 9149	List\$4.74 Retail.\$3.95 Vacuum Lever 8411 9411 2448 9448 8449 9449 8450 9450	List\$4.74 Retail\$3.95 Vacuum 8911 - 8948 8949 8950	List\$6.00 Retail\$5.00 Vacuum Lever 8511 9511 8548 9548 8549 9549 8550 9550	List	List \$9 00 Retail: \$7.50 Vacuum Lever 8611 9611 8648 9648 8649 9649 8650 9650	Eist \$9.00 Retail \$7.50 Vacuum Lever 8848 9848 8849 9849 8850 9850

THE WASP OUPPER DESK SETS

The WASP CLIPPER desk set line is modemly styled in a popular price range from \$2.95 to \$10.00.

All of the sets on his page will find a ready sale in your store. All you need is a good assortment and give them good display.

Exceptional values for gifts.

Exceptional values for

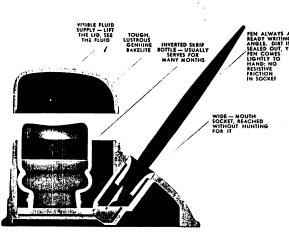


USERS WRITE FOR 26 A MONTH! SIGN A DAY'S CORRESPONDENCE WITHOUT A STOP!

Here's a new starter from "America's Pen Capital" that opens a huge new profit door because whole offices, not single desks, are equipping. As significant in its field as were adding machines and telephones, RITE-O-WAY takes office writing out of the Dark Ages, modernizes it, makes it practically automatic.

Time studies show that old style reach and dip writing causes error and wastes salaried months of time each year in every office. RITE-D-WAY cuts reach and dip speed deal work writes pages without a store. Concernor by permitting concentration on the work instead of on reach and dip south fut probeduate the light, posed per cradies naturally in the fingers—no "writer's crama.

THAT'S WHAT SELLS RITEOWAY III VOLUME TO EXECUTIVES AND OFFICE WORKERS — SELLS SETS FAST TO PROFESSIONAL PEOPLE AND HOMES!





FREE WINDOW AND COUNTER DISPLAY

"To Demonstrate Is To Sell:"
RITE-O-WAY bristles with sales features and this snappy counter and window display demonstrates all of them!

TURN THE PAGE FOR DEALS AND DISCOUNTS

NINE POINTS TO CHOOSE FROM A New Point If and When You Want It

Steatte Steatte Flexible Flexible Form Manifold the Middle Steatte Ste

Was

40

RITE-O-WAY acid-resisting Stainless Steel points are hardened, polished, and have DOUBLE TIPPED POINTS for double life (See cut.)

The solid gold points are iridium-tipped for indefinitely long life and perfect writing qualities — writing won't wear them out.

PRICE SCHEDULE

No. 285-Wasp RITE-O-WAY Pen Set Complete with	List Price
Stainless Steel Pointed Pen	\$2.85
No. 485—Wasp RITE-O-WAY Pen Set Complete with Genuine Gold, Iridium Tipped Pen	
No. 25—Stainless Steel Point mounted in Patented Reservoir feed and Section	25
No. 225—Genuine Gold, Iridium-Tipped Point mounted in Patented Reservoir feed and Section	2.25

DISCOUNTS

Nos. 285 and 485 Up to 6 Doz	40%
6 Doz to I Gross	40.10%
I Gross or more.	50°′ ₆

Nos. 25 and 225-40%

SUGGESTED ASSORTMENTS

ONE DOZEN ASSORTMENT	SIX DOZEN ASSORTMENT
9 No. 285 @ \$1.71\$15.39	48 No. 285 @ \$1.54
3 No. 485 @ \$2.91 8.73	24 No. 485 @ \$2.62
50 Salesmaking Envelope Stuffers FREE	500 Salesmoking Envelope Stuffers FREE
1 Window or Counter display unit FREE	* 4 Window and Counter display units FREE
YOUR COST\$24,12	YOUR COST\$136.FD
Retail Price	Ratell Price 253.20
Profit (full 40%)	Profit (full 40-10%) 116.40
AND your profit on SYRIP for those Sate is EVIDA	AND

ONE GROSS ASSORTMENT

	ONE GRUSS ASSURTMENT	
	108 No. 285 @ \$1.421/2	\$153.90
	36 No. 485 @ \$2.42½	87.30
	1000 Salesmaking Envelope Stuffers	FRE
	6 Window and Counter display units	FREE
	YOUR COST	1241 20
	Retail Price	487 40
7	Profit (full 50%)	241.20
	AND-your profit on SKRIP is EXTRA	

Remember — These Wasp RITE-O-WAY Pen Sets will increase your demand for Skrip — "Successor-to-Ink." You need a 2-oz. Skrip-Well to complete each set. Have you enough Skrip in Stock? Order your Skrip needs to be shipped with these sets.

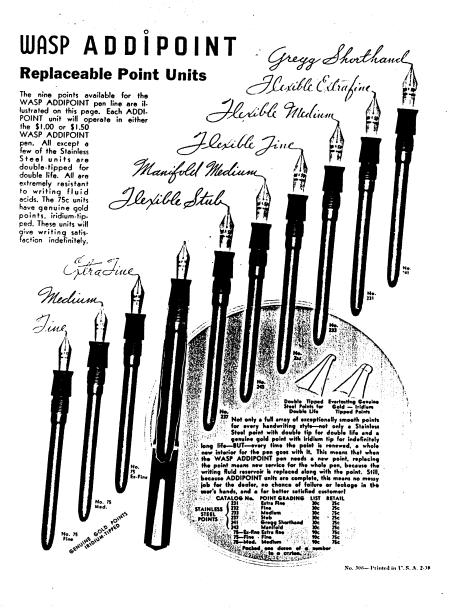


ALTON L. L. M. P. B. P. B. C. C.

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Turn the page for points furnished in above

WASP ADDIPOINT pens, made by the Wasp Pen Company, Inc., Fort Madison, lowa, makers of the famous nationally advertised WASP CLIPPER pens, are acknowledged the finest values in America in the \$1.00 and \$1.50 price ranges. The ADDIPOINT replacement point feature insures their ready sale, and you can sell them knowing they will give complete satisfaction to your customers. Highly polished Stainless Steel clips, choice of black and three colors in modernly styled caps and barrels.



COUNTER SALESMEN THAT SELL!

WASP ADDIPOINT



Products of the Wasp Pen Company, Inc., Fort Madison, lows, are nationally advertised in special positions in four colors in national magazines like the SATURDAY EVEN. ING POST, LIBERTY, COLLIER'S. Now the Wasp Pen Company offers a new profit opportunity for you in the WASP ADDIPOINT line. These modernly styled pens have a replaceable-point-unit feature. The \$1.00 line comes equipped with writing-fluid-resisting Stainless Steel points. You get the original pen sale and the repeat business as customers require new points for their pens. Attractive counter card holds one duzen \$1.00 pens is assurted colors and points. ADDIPOINT units to make the point, are and prettion retail at 250 meths.

ORDER ADDIPOINT ASSORTMENT No. 720
RETAIL PRICE \$12.0
YOUR COST \$7.2

WASP ADDIPOINT PENS

A NEW POINT IF AND WHEN YOU WANTU

This counter assortment is exceptionally attractive. Card holds one dozen \$1.50 WASP ADDIPOINT pens, each fitted with an ADDIPOINT sac, section and point unit of genuine gold with iridium writing tip. The genuine gold points last indefinitely, but the customer can have a new point for only 75c whenever he wants or needs it. Order this one dozen assortment, get the display card free, and watch the pens sell over your counter!

YOUR COST\$10.80

CARRY A GOMPLETE STOCK OF WASP ADDIPOINT PENS

IN THIS GOOD-LOOKING CASE



- Attractive case of sturdy wood and glass. Color scheme: brown and natural-finish wood.
- Holds one dozen \$1.00 pens, eight \$1.50 pens, one dozen ADDIPOINT units and four nationally advertised WASP CLIP-PER pens.
- This counter display mises the merchandise to the customers

Dipplay and sells surround these last moving ADDIPOINT pens with CLASS and watch them proved the Mass Pent Company offers this snappy display with the assortment below. Let this case increase your per business to school children, students, office workers and all the people into company our strong.

ADDIPOINT COUNTER CASE ASSORTMENT No. 2546

INSES.	Value
MANY \$1.00 ADDIPOINT pens, at	ssorted
only \$1.50 ADDIPOINT pens, at	sorted 12.00
2 only 31.75 WASP CLIPPER pen	1
	2.15
	OINT units
4 only 75c Genuine Gold ADDIPO	DINT units 3.00
	TOTAL RETAIL VALUE \$35.85
	YOUR COST—LESS 40%
	SHOWCASE 3.95
	\$3.95 WASP CLIPPER pen FREE to offset cost of case
	TOTAL RETAIL VALUE
	YOUR TOTAL COST\$25.46

No. 303-Printed in U.S.A. 2-38





GALLON—
(Perm. Royal Blue, Blue-Black, Jet Black, Wash. Blue & Black), per gal. \$4.80 GALLON— :Perm. Red. Washable Green & Purple), per gal. . . . \$5.50



America's outstanding writing fluid—for steel or fountain pens—is Pen-SKRIP, Successor to Ink. It is your full-profit line on which there your full-profit line on which there is no price cutting. No other writing fluid comes in the SKRIP-WELL bottle which uses the last drop and is proof against smudgy fingers — the most popular and economical bottle on the market. SKRIP is free-flowing, quick-drying, sediment-free.
Stock SKRIP—push SKRIP—profit
on.SKRIP!

PERMANENT AND WASHABLE COLORS







() #11	 			
	AM	DUNT IN	SHIPPING CASE	
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The protected line of adhesives that's doing the business all over America — PARA-LASTIK, SKRIP-GRIP Liquid Paste and SKRIP-GRIP Mucilage! People recognize their smart, colorful packages — approve their finer quality and sure sticking properties—come back for more! Build volume on this line that's nationally advertised in four colors in the Saturday Evening Post and other leading publications. other leading publications.











No. 71-Pinto, per doc... \$10.30 No. 81-Querto per doc... \$10.00 No. 91-Gallone, per gal., 6,10







SKRIP-GRIP LIQUID PASTE IN HAMDY DESK JARS COMPLETE WITH BRUSH No. 33--30.2816,00 No. 73--01ett. Per dools. 10. No. 83--0ustris per dos. . . . 15.00 No. 93--Gallon.







SHEAFFER'S